



Executive Biography

George Brasher

Vice President, Worldwide Strategy and Marketing,
LaserJet and Enterprise Solutions, Printing and Personal Systems
Group
Hewlett-Packard Company



George Brasher is vice president of worldwide strategy and marketing for the LaserJet and Enterprise Solutions (LES) business within the HP Printing and Personal Systems Group (PPS), with more than 22 years of experience working at HP in a variety of roles. Currently, Brasher is responsible for driving current and future product marketing, strategy and planning, and product design. In doing so, he leverages a deep understanding of the LES business to instill innovation in the overall product and solutions portfolio.

Previously, Brasher has held a variety of leadership roles within HP spanning across multiple regions and functions. Most recently, Brasher was vice president and general manager of the US Printing and Supplies Category, responsible for the product portfolios and go-to-market strategies for Inkjet and LaserJet Printers and Supplies across both commercial and consumer business segments in the US.

Brasher also served as vice president of LaserJet Supplies in the Europe, Middle East and Africa (EMEA) region, responsible for managing the portfolio profit and loss, category strategy, business development and channel management in the region. Prior to that, he held leadership roles in the Americas region, including vice president of the LaserJet Supplies and Transactional LaserJet Printer Category and vice president of the Inkjet Supplies Category business.

Brasher began his career with HP in 1990 as a financial analyst and, in addition to Category roles, has also served as sales manager for the Wal-Mart and Sam's Club Sales Team in the US Consumer Business

Brasher holds a Bachelor's degree in business from Baylor University and Master's degree in business administration from Pennsylvania State University.